FUNCTIONS AND PATTERNS OF CODE-SWITCHING IN NAIROBI BASED RADIO STATIONS.

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DECLARATION

This dissertation is my original work and has not been presented for a degree in any other university.

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This dissertation has been submitted with our approval as the University Supervisors.

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ABSTRACT

This study investigated the patterns and functions of code switching in Nairobi based radio stations. The investigation involved the identification of the codes, patterns and the functions of code switching in pre-recorded radio programmes from four purposively sampled radio stations. The tape-recorded data were transcribed on paper and codes used in radio code switching identified and points of switching within sentences or words marked.

In chapter one, the researcher presented the introductory part of the research consisting of the background to the study, statement of the problem, research questions, objectives and assumptions, rationale of the study and scope and limitations. In chapter two, the present study was situated in the context of other related works. In this chapter, the researcher also highlighted the theories that guided the study. Chapter three consisted of the research methodology. The highlights include the research design, samples and sampling procedure, area of study, study population and how data were collected, analysed and presented. The study’s findings indicate that the presenters and callers in the four Nairobi-based radio stations code-switched between English, Kiswahili, Sheng’ and various local languages.

It emerged that code switching is very popular in Nairobi because it is an urban setting, most of its residents are multilingual speakers and it is trendy among the youth. Codes involved were English, Kiswahili, Local languages and Sheng. The study further established that code switching serves two major functions in radio broadcasting namely stylistic and social functions. The presenters and callers were motivated to use code switching based on the norms of the society and the social functions of different linguistic codes. Radio presenters and listeners chose codes based on societal expectations and
norms. In view of the findings, this study recommended for a study involving radio station targeting the rural population. Possibly the study would unearth new findings due to the change of urban to rural setting.